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France

Product Brief

Dried Fruit

2008

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Report Highlights:

Demand for dried fruits in France is expected to increase as French consumers seek healthy and high quality dietary options. French imports of U.S. French dried fruit enjoyed a strong year in 2007 with growth in imports of U.S. dried grapes, prunes, and other dried fruit.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Paris [FR1]
[FR]

Market Summary

The French market for dried fruit grew by almost 20% between 2006 and 2007, continuing a trend of positive growth over the last five years. France imported 46,000 tons of dried fruit valued at almost \$118 million in 2007. French consumers are expected to expand their purchases of dried fruits in light of their preference for healthy and high quality foods that provide both good taste and nutritional value. French imports of U.S. dried fruits are led by dried grapes, prunes, and other dried fruit. Over the last five years French imports of U.S. dried fruit have fluctuated in both value and volume, however 2007 was a strong year for the U.S. in the French market for dried fruit.

Consumer Trends

The French market for dried fruit is expected to continue growing. In response to rising rates of childhood obesity, the French government launched a campaign in 2007 to raise awareness about healthy eating habits and to encourage French consumers to seek foods with good nutritional value. Dried fruits and, in particular, dried fruit and nut mixes, are perceived by French consumers as wholesome snacks which meet health concerns with high quality taste.

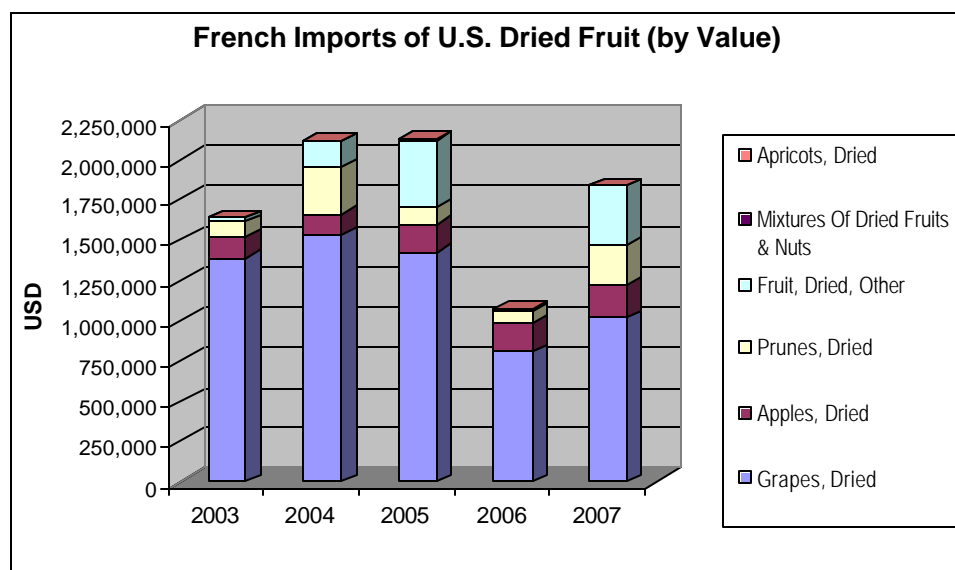
In the face of rising inflation, French consumers are increasingly more price-conscious. They are tending to seek items on sale, shop at hard-discounters, and buy more private-label products. Manufacturers who provide competitively-priced, high quality ingredients packaged in practical, easy-to-eat, and smaller sizes should perform well in the French market.

Competition

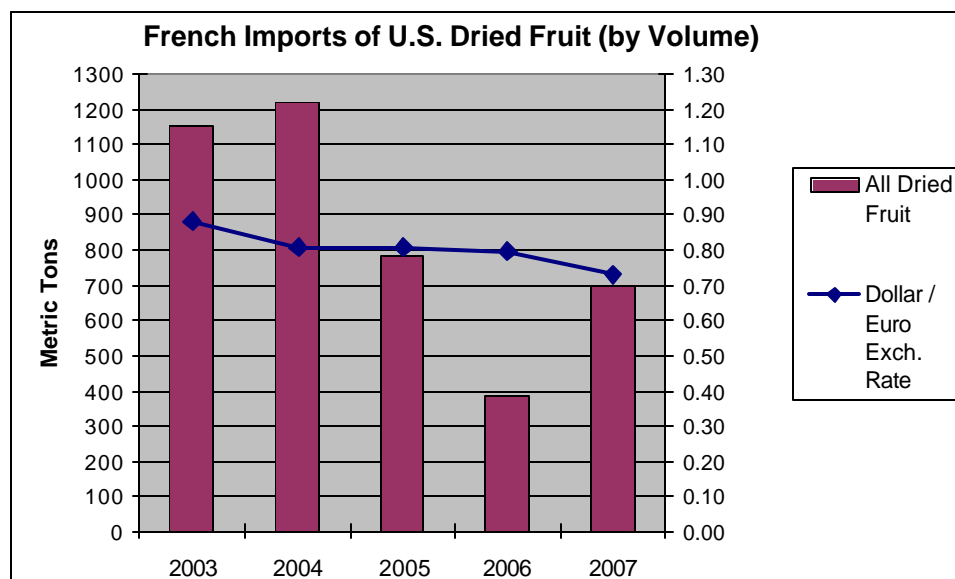
The overall market for dried fruit in France has shown positive growth for the last five years. Over this time period, dried grapes and prunes, along with other dried fruit, were the primary dried fruit products imported from the U.S. by France. Dried cranberries from the U.S. also show promise as a rapidly expanding niche market in France.

Turkey, South Africa, Iran, Chile, and Greece have been the largest suppliers of dried grapes to France over the last five years. French imports of U.S. dried grapes declined significantly between 2004 and 2006, likely in response to unit price increases of almost 60% during this period. French imports of U.S. dried grapes recovered somewhat in 2007, but remained below previous levels despite more favorable unit prices.

Adverse weather conditions in the U.S. severely impacted harvest levels for the prune crop in 2006 causing a steep price increase. As a result, French imports of U.S. prunes fell significantly in 2006 though the sector rebounded in 2007. Tunisia, the United Kingdom and Serbia were the primary suppliers of prunes to France in 2007.



Source: Global Trade Atlas



Source: Global Trade Atlas

Distribution

The bulk of dried fruit imported by France is either sold through the retail sector or used by the food processing industry. U.S. suppliers generally benefit from a relationship with a local French agent or representative. Local representatives can provide up-to-date information on business practices, trade laws, sales leads, and marketing and distribution strategies. In many instances, local representatives also serve as importers and distributors. In addition, new-to-market and niche products usually enter through importers/distributors.

For information on the French retail market and entry strategies for U.S. exporters to France, please see the **GAIN FR7018**, Retail Food Sector, 2008 and **GAIN FR7028**, Exporter Guide, 2008.

Tariff Information

HS Code	Description	EU Tariff Rates
08030090	Dried bananas	16%
08042090	Dried figs	8%
08041000	Dates	7.7%
08043000	Pineapple, fresh or dried	5.8%
080620	Raisins, fresh or dried (all)	2.4%
08131000	Dried apricots	5.6%
08132000	Prunes	9.6%
08133000	Dried apples	3.2%
08134010	Dried peaches	5.6%
08134030	Dried pears	6.4%
08134050	Dried papaya	2%
08135012	Dried fruit mix (exotic) – papaya, tamarind, cashew apple, jackfruit, lychee, sapodilla, passion fruit, star fruit, pitaya (cactus fruit)	4%
08135015	Dried fruit mix (other) without prunes	6.4%
08135019	Dried fruit mix (other) with prunes	9.6%
08135091	Dried fruit and nut mix without prunes or figs	8%
08135099	Dried fruit and nut mix other	9.6%

Source: Official Journal of the European Union, L 286, Oct. 31, 2007

When released from customs, the foodstuffs are subject to ad valorem duties levied under the Common External Tariff. Duties differ according to product. In addition to customs duties, foodstuffs imported into France are subject to a Value-Added Tax (VAT). Currently the VAT is generally charged at one of the two following rates:

- Standard rate of 19.6 percent applies to alcoholic beverages, some chocolates and candies
- Reduced rate of 5.5 percent applies mostly to agricultural and food products.

Note that custom duties given in this report are for informational purposes only. We caution you that the final custom classification (HS code) is determined by the French customs authorities.

French Importers

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Other Relevant Reports

Report Number	Report Name and Web Link
FR7028	Exporter Guide http://www.fas.usda.gov/gainfiles/200710/146292590.pdf
FR7018	Retail Food Sector http://www.fas.usda.gov/gainfiles/200801/146293433.pdf
FR8013	HRI/Food Service Sector http://www.fas.usda.gov/gainfiles/200807/146295320.pdf
FR8014	FAIRS Country Report (Food and Agricultural Import Regulations) http://www.fas.usda.gov/gainfiles/200808/146295368.pdf
E48078	FAIRS European Union Report http://www.fas.usda.gov/gainfiles/200808/146295548.pdf

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